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devoted to it must inevitably publish new contributions that render the old ones obsolete. In other words, any compilation depending so largely upon periodical literature must soon be superseded by a better authority. It cannot be definitive.

This, to be sure, does not lessen the present value of *Advertising as a Business Force*. We do not refuse to buy a dictionary or an encyclopaedia because it must sometime be supplanted by a newer and better one. All we ask is that it embody the best information of the present and serve as a safe guide to the future. Professor Cherington's work does exactly that. It is a milestone of advertising progress. It represents the new attitude toward advertising that is now being taken by intelligent business men, and must be taken if advertising is to measure up to its opportunity as a vital force in business. It is a truth that needs constant emphasis that the problems of plan in advertising are far more important than the problems of technique and that these problems of plan can be solved best by relying not upon the experiences or intuitions of an individual, but upon an intelligent, scientific study of the whole mass of past experience and the principles underlying it. *Advertising as a Business Force* is a big step forward not only because of its own value but also because of the auspices under which it was produced and the reception it has been given by practical men.

G. B. HOTCHKISS

NEW YORK UNIVERSITY,
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History of Work Accident Indemnity in Iowa. By E. H. DOWNEY. Iowa City: State Historical Society of Iowa, 1912. 8vo, pp. xiii+337.

Although this book was written with special reference to the problem of working-men's compensation in the state of Iowa, the development of the argument is so logical and the treatment so comprehensive yet simple as to make it one of the best general texts that have appeared on work accident indemnity. Indeed it might almost be said that the book gains in value as a text for the general student because of its particular reference to the conditions in one state and the work of a particular commission, since this furnishes a constant practical application of principles and experience to a definite concrete problem and plan of action. The reader is thus not merely given a general knowledge of the theory of compensation and of the laws in force, but he has brought home to

him all the specific problems and difficulties involved in the actual construction and successful administration of adequate compensation legislation in the United States.

As stated above, the treatment of the subject is thoroughly logical. It begins with a brief discussion of the concrete conditions which make indemnity for work accidents socially desirable. Secondly, the injustice and social inadequacy of the common-law system of compensation are shown by a clear and penetrating account of the genesis, the doctrines, and the practical working of employers' liability. This is followed by a positive statement of the theory of occupational risks which underlies modern compensation legislation. A description and comparison of the German and British systems furnish a demonstration of the typical characteristics and implications of the compensation and insurance plans based on this principle. Finally the constructive problem at home is attacked: first, through a careful analysis, interpretation, and estimate of the compensation laws enacted in the United States; secondly, by an analysis of the report of the Iowa Employers' Liability and Workmen's Compensation Commission appointed in 1911; and thirdly, by a summary consideration of the practical standards of indemnity legislation as derived from the whole previous discussion.

The book is to be especially commended for its suggestive genetic treatment of the existing legal status, for its excellent comparative analysis of legislation in the United States, and particularly for its clear-cut and comprehensive discussion in the chapter on "Standards of Indemnity Legislation" of the principles and practical problems involved.

Along with these excellences there are some minor defects. There is perhaps some radical bias shown in the treatment of the development of common-law liability; here and there the general clearness and incisiveness of style are marred by a hint of ambiguity, and the careful reader is at times somewhat irritated by the fact that the 783 references and footnotes must be consulted at the end of the volume.

The book contains a good table of cases, largely Iowa citations, and a good index.

R. F. HOXIE

UNIVERSITY OF CHICAGO

The New Unionism. By ANDRÉ TRIDON. New York: B. W. Huebsch, 1913. 12mo, pp. 198. \$1.00 net.

The fierce strikes at McKees Rocks, Lawrence, and Paterson have brought vividly to the minds of the people of the United States the fact that a new unionism is in our midst. To satisfy the desire for information on the new